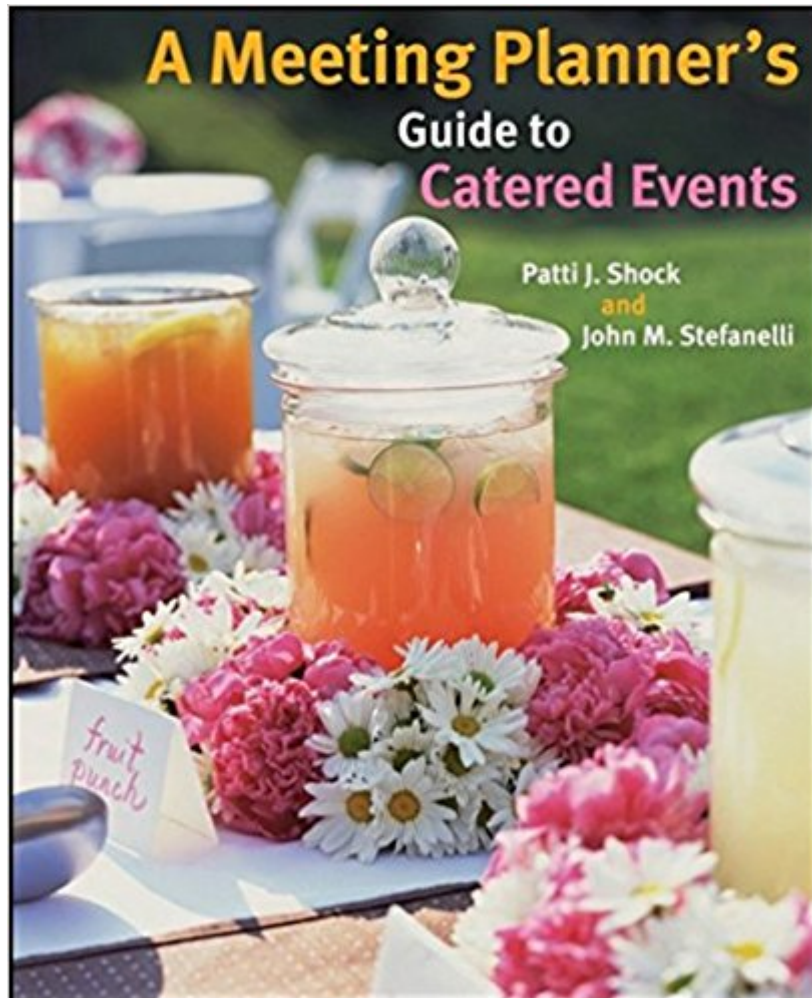




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A Meeting Planner's Guide To Catered Events



Synopsis

Food and beverage is the largest portion of a meeting budget, but most meeting and event planners have no formal background in purchasing and managing this expense. This guide helps event, meeting, and convention planners save money, negotiate contracts, deal with catering managers, and successfully manage the food and beverage aspect of their event. Covering everything from styles of service to on-premise and off-premise considerations to food and beverage contract negotiation, this book is a comprehensive and accessible reference for event planners and students.

Book Information

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Customer Reviews

Create the best possible catered events with this unique resource Food and beverage costs represent one of the biggest expenses in most event budgets, yet meeting planners often do not know enough about catering and foodservice to make informed choices in this area. A Meeting Planner's Guide to Catered Events is the first book to address food and beverage management techniques and tactics specifically for meeting and event professionals. Its main purpose is to help you create the best possible catered events by obtaining maximum value for your available budget. A Meeting Planner's Guide to Catered Events provides information that applies to any type of event—from low-cost to extravagant. Information for specific event types is included as well. The coverage gives you a working understanding of: The basics of catering and typical catered events On-premise and off-premise catering How to set up a room for catering How caterers

approach staffing Catering for low-cost vs. elaborate events, themed events, outdoor events, and more Using outside suppliers Contracts and negotiating procedures Useful as both a comprehensive manual and a go-to guide, *A Meeting Planner's Guide to Catered Events* features helpful learning tools including "Professional Advice" text boxes throughout, end-of-chapter summaries and review questions, a glossary, and more. Whether you're an event planning student or a professional, this thorough and accessible resource will give you an edge to create that successful and memorable event, all while ensuring the best choices are made to meet your budget.

Patti J. Shock is a Professor in the Tourism and Convention Administration Department of the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. John M. Stefanelli is a Professor in the Food and Beverage Department of the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas.

Boring but not the worst textbook I've ever read. A few pictures that help you give examples.

A great resource for both caterers and event planners! This was a textbook in my class (I was the student) and it was a great guide!

Is a very thorough book. Great purchase.

Great book...lots of great ideas for catered events. I believe any event planner or anyone planning an event for a wedding, birthday or church event etc....would benefit from this book. Very helpful!

Very reasonably priced!

educational

the information is very vague, it is not for people starting in the industry

Fantastic work. I love this and have recommended it to a few of my colleagues.

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